

Enterprise Mobile Application Design Considerations



	Desktop	Mobile	
Enterprise/ Behind the Firewall	<p>Lipstick on a COTS pig COTS is 10 years old, noone is left who knows how to change it High cost to change Large/complex data sets and visualization</p>	<p>Mixed personal and work data Very little knowledge of standards Immature security models Focused data visualization (isolate and optimize)</p>	<p>Legacy code and technical debt Individual identity Data security Non-discretionary use, few choices Vertical industry diversity Utilitarian Spotty knowledge/usage of standards</p>
Public/ Consumer	<p>Mature and evolving standards High awareness of standards in dev teams High production value aesthetics</p>	<p>Not many standards/best practices; experts disagree No loyalty, low cost of change Big guys have mature security models</p>	<p>Privacy, anonymity, avatars, multiple personas Identity security Discretionary use, many choices information + utility + games Personal data</p>
	<p>Use for long periods of time Visual noise, dense, lots of options Almost always connected to the network; fast and continuous Work data Stationary, long attention span Information and visual design paradigms One device at a time Mouse and keyboard Large, high resolution screen (100-150ppi) At most one camera, often none Huge memory and processor power</p>	<p>In and out of app quickly Convenient form factor Take it everywhere, have it everywhere Simpler/easier UX; clear call to action Sexy, high production value aesthetics Sometimes connected to network, slower bandwidth Multiple devices in one place at same time Touch, gestures, voice Small, high-resolution screen (150-350ppi) Location, orientation, light level sensors Multiple cameras Other sensors (RFID, IR, etc) Smaller memory, slower processors Emerging standards, manufacturer specific Industrial design paradigm; tactile/haptic elements</p>	